

4. MAKING OUR STREETS SAFER

Alameda's vision to eliminate traffic deaths and life-changing injuries by 2040 is bold and ambitious, and achieving it will require bold and ambitious actions by everyone in Alameda.

Traffic safety in Alameda affects everyone and it will take a concerted effort from everyone to achieve.

The actions listed below were developed based on best practices from Vision Zero planning efforts in other cities, feedback received from the Vision Zero Task Force, understanding of City of Alameda purview and capabilities, the 10-year Alameda crash analysis, and public input on draft safety programs from the Active Transportation Plan recommendations. The actions reflect a data-driven approach and target location, behavior, and population trends identified through the crash analysis presented in Appendix F: Detailed Crash Analysis and summarized in the previous section.

WHAT IS OUR TIMELINE?

While some actions can be achieved in the short term, others will necessarily take longer. The timeframes associated with each action are divided into three categories, including:

- Short term (1-2 years)
- Medium term (3-5 years)
- Long term (5+ years)

These timeframes align with the City's two-year budget cycle: short-term actions will start within this budget cycle, and medium-term will be in the next. Long-term actions will be re-evaluated with the update of this plan in five years based on progress to date and any changes in crash trends. Also, some actions will have a defined starting and ending point, while others may be started in the short term but should be conducted on an ongoing basis; these types of actions are noted by the phrase "Ongoing" in the tables below.

ACTIONS THAT PRIORITIZE STREET DESIGN AND EDUCATION

The City of Alameda and the Vision Zero Task Force aim to **prioritize actions that rely on street design changes, followed by education, to improve traffic safety**. The goal is to set people up for success by creating an environment where it feels natural to comply with traffic safety laws, both due to street design and the behavior of other drivers. Prioritizing street design interventions over enforcement measures aligns with recommendations from Alameda's Community-Led Committee on Police Reform and Racial Justice.⁵⁵ For example, installing design treatments like speed humps has been shown to reduce motor vehicle speeds by more than 5 mph and can reduce the risk of crashes by 25 percent. Treatments like speed humps have

⁵⁵ See recommendations from the Subcommittee on Unbundling Services Currently Delivered by the Police Department: <https://www.alamedaca.gov/files/assets/public/alameda-pio/unbundling-sub-committee-final-report.pdf>

DRAFT ALAMEDA VISION ZERO ACTION PLAN

also been found to be more effective at reducing speeds than enforcement strategies.⁶

The City recognizes that redesigning streets will take time, and, even then, some road users will still take reckless risks. Per the guidance of the Vision Zero Task Force, police enforcement plays a role in this Plan, but focuses on dangerous behaviors associated with severe crashes that have been identified through crash analysis, such as speeding and failure to yield to pedestrians.

The Task Force also chose to include actions to mitigate the effects of enforcement measures on disadvantaged communities, and these align with recommendations from the Committee on Police

Reform and Racial Justice. Action 1.5 supports an income-based graduated traffic fine structure, which complements recommendations from the Review of Laws that Criminalize Survival Subcommittee.⁷ Action 4.11 champions automated speed camera legislation that would enable speed enforcement without direct police involvement, which was also recommended by the Subcommittee on Unbundling Services Currently Delivered by the Police Department.

GOAL 1: EQUITY

Ensure that the Vision Zero Policy and Action Plan are implemented equitably and fairly for all people.

KEY PARTNERS

*Transportation Planning, Public Works, Community-Based Organizations, Police, Fire, Alameda County Public Health, Public Information Officer, Sustainability and Resilience Manager, Commission on Persons with Disabilities, Transportation Commission.*⁸

Goal 1		Lead
Short-term Actions		
1.1 ⁹	Use the City's most current Socially Vulnerable Populations map (or other disadvantaged community indicators) to prioritize investments, while also engaging with disadvantaged communities or community-based organizations (CBOs) representing disadvantaged groups. (Ongoing)	Transportation Planning, Public Works
1.2	Continue to use the Vision Zero Task Force as an implementation body, meeting 2-3 times/year. Ensure that the Task Force includes membership and participation from a variety of stakeholder groups, including people of different demographic or socio-economic backgrounds and people who use different modes of transportation. Provide compensation to community members who need it in order to participate. (Ongoing)	Transportation Planning, Vision Zero Task Force

⁶ Sanders, S., Judelman, B., and Schooley S. 2018. NCHRP Report 20-05: Pedestrian Safety Relative to Traffic Speed Management. Transportation Research Board of the National Academies of Science, Washington, D.C.

⁷ Recommendations from the Review of Laws that Criminalize Survival Subcommittee:
<https://www.alamedaca.gov/files/assets/public/alameda-pio/final-recommendations-laws-that-criminalize-survival.pdf>

⁸ The Transportation Commission is the official link to Council for oversight of implementing the Vision Zero policy and are included as a partner for implementing all actions.

⁹ Goals are numbered for tracking purposes, but the numbers do not reflect levels of importance.

DRAFT ALAMEDA VISION ZERO ACTION PLAN

Goal 1		Lead
1.3	Ensure that community engagement efforts include tailored messages for vulnerable road users and target all the travel modes people use (walking, biking, wheeling, driving, etc.). (Ongoing)	Transportation Planning, Public Engagement Officer
1.4	Present annual Vision Zero Status Reports to groups representing disadvantaged communities. Solicit feedback on the Report's equity analysis, including equity of enforcement-related actions. (Ongoing)	Transportation Planning, Vision Zero Task Force
1.5	Through the City Council's legislative agenda, advocate for an income-based graduated traffic fine structure at the state level, so they do not disproportionately impact people with lower incomes. Evaluate whether the City can play a role making sure that Alameda County's program discounting traffic citation fines for people with low incomes is working for Alamedans. (Ongoing)	Transportation Planning, City Manager's Office
Medium-term Actions		
1.6	With every five-year Action Plan update, use focus groups to develop a nuanced understanding of Alamedans' roadway safety trends and determine whether trends or safety concerns vary across groups, particularly disadvantaged communities and vulnerable road users. If budget is available, consider using polling as well. (Ongoing)	Transportation Planning, Vision Zero Task Force
1.7	Revive the citation diversion program for traffic safety violations for bicyclists and consider extending it to pedestrians.	Transportation Planning



GOAL 2: INSTITUTIONAL COMMITMENT

Create an institutional commitment to Vision Zero throughout City government.

KEY PARTNERS

Transportation Planning, Public Works, Human Resources, Police, Fire, Mayor and City Council, Community Development, City Manager's Office, Recreation and Parks, Public Information Officer, Transportation Commission.

Goal 2		Lead
Short-term Actions		
2.1	Through the City Council budget process, propose ongoing, dedicated funding and staffing for Vision Zero implementation and coordination. (Ongoing)	City Manager's Office
2.2	Continue holding internal, multi-departmental Vision Zero Implementation Team meetings to implement the Vision Zero Action Plan, and coordinate and prioritize traffic safety efforts. (Ongoing)	Transportation Planning
2.3	Inform City staff and elected officials about Vision Zero and preferred language about crashes (e.g., "crash" instead of "accident"). Create a one-pager for new City Councilmembers. (Ongoing)	City Manager's Office, Transportation Planning
2.4	Provide educational and discussion sessions on Vision Zero concepts and best practices to staff who review, design, and implement projects and programs, to integrate Vision Zero principles into their work. (Ongoing)	Public Works, Transportation Planning
2.5	Update existing Vehicle and Equipment Use Maintenance Policy to include City driver behavior expectations related to Vision Zero traffic safety.	Human Resources/Safety
2.6	Require Alameda Police officers to participate in the NHTSA's pedestrian training for law enforcement and consider integrating Vision Zero into APD's training for new officers. (Ongoing)	Police
2.7	Require staff who drive for work to review the Vehicle and Equipment Use Maintenance Policy before driving a City vehicle or driving on City business for the first time. Create a flyer highlighting the safe driving elements of this policy and require departments to post it near vehicle sign-out sheets. (Ongoing)	Transportation Planning, Human Resources/Safety
2.8	Integrate Vision Zero traffic safety into existing trainings for commercial drivers. (Ongoing)	Human Resources/Safety
2.9	Design and place Vision Zero bumper stickers on all City vehicles that spread safety messages. (Ongoing)	Public Information Officer, Transportation Planning

DRAFT ALAMEDA VISION ZERO ACTION PLAN

Goal 2		Lead
Medium-term Actions		
2.10	Integrate Vision Zero traffic safety awareness and education into process of contracting with vendors who provide city services and drive on Alameda's streets regularly, e.g., maintenance, etc. (Ongoing)	Public Works
2.11	Establish a policy calling for safety features on new City vehicles, as well as phased retrofits to existing vehicles, as feasible. This could include pedestrian/obstacle detection and speed tracking in vehicles of all sizes, as well as large vehicle designs or features that reduce risk of death in collisions with pedestrians and bicyclists.	Fleet Manager, Transportation Planning
2.12	Develop a network of City staff who pledge to support Vision Zero through the dissemination of safety and educational information to their colleagues. (Ongoing)	Transportation Planning
Long-term Actions		
2.13	Update the Vision Zero Action Plan every five years. Revise actions to reflect current collision trends, integrate technological advancements and changes in best practices as needed. (Ongoing)	Transportation Planning



GOAL 3: COMMUNITY SUPPORT

Foster community support and responsibility for the safety of people traveling within Alameda.

KEY PARTNERS

Transportation Planning, Public Information Officer, Public Works, Sustainability and Resilience Manager, Alameda Unified School District, Alameda County Public Health, Bike Walk Alameda, business groups, Commission on Persons with Disabilities, Transportation Commission.

Goal 3		Lead
Short-term Actions		
3.1	Develop a citywide safety campaign, based on the City's collision data, to share information with the community about traffic safety for all modes and to increase awareness about Vision Zero. Use social media, yard signs, billboards, PSAs, and giveaways to promote safe roadway behavior. Target messaging (such as billboards, signs, or murals) at access points into Alameda from Oakland. Partner with entities like large employers, the Transportation Management Association, and College of Alameda for distribution of materials to employees and students. Focus messaging on the top dangerous behaviors to avoid based on crash data. Include messaging that communicates an individual and shared responsibility to keep Alameda's roadways safe. (Ongoing)	Transportation Planning, Public Information Officer
3.2	Develop and distribute educational materials and/or videos demonstrating how to navigate and interact with newer active transportation facilities (e.g. bike boxes, Pedestrian Hybrid Beacons, separated bike lanes, etc.) Include information about the purpose and goals of this infrastructure. (Ongoing)	Transportation Planning
3.3	In addition to safety campaigns, conduct communications explaining the City's Vision Zero program, prioritization, data, plans, and progress. Maintain a City webpage and a Vision Zero mailing list. Send periodic updates to the mailing list. (Ongoing)	Transportation Planning
3.4	Share preferred language usage for crashes (e.g., "crash" instead of "accident"), with media outlets active in Alameda to encourage balanced reporting of crash situations. (Ongoing)	Vision Zero Task Force

DRAFT ALAMEDA VISION ZERO ACTION PLAN

Goal 3		Lead
3.5	Develop and follow a crash communications protocol to provide transparent public communications about fatal and severe injury crashes and to provide guidance on language usage (e.g., “crash” instead of “accident”. Assess protocol’s effectiveness as part of the annual Vision Zero Status Report and change as needed. (Ongoing)	Transportation Planning
3.6	Encourage the Alameda Unified School District to adopt a policy that supports incorporating traffic safety education into curriculum and the implementation of Safe Routes to Schools-supportive infrastructure.	Vision Zero Task Force, Alameda Unified School District



DRAFT ALAMEDA VISION ZERO ACTION PLAN

Goal 3		Lead
Medium-term Actions		
3.7	Incorporate roadway safety education activities into city-sponsored events, as appropriate. (Ongoing)	Transportation Planning
3.8	Develop campaign materials regarding impaired driving for distribution at Alameda's bars and its wineries, distilleries, and breweries that offer tastings. Work with businesses and business districts to develop.	Public Information Officer
3.9	Hold an annual Traffic Safety Open House that includes presentations from City staff and time for public comment and discussion. Consider aligning this with the annual Vision Zero Status Report. Optionally, hold an additional two to three virtual town halls to update public on traffic safety activities. (Ongoing)	Vision Zero Task Force
3.10	Provide a comprehensive pedestrian safety program to all public and private schools, targeted to appropriate grade level. (Ongoing)	Alameda Unified School District, Transportation Planning
3.11	Provide a comprehensive bicycle safety education program to all public and private schools, targeted to 5 th graders. (Ongoing)	Alameda Unified School District, Transportation Planning
Long-term Actions		
3.12	Partner with local organizations to create a neighborhood safety ambassador program, traffic safety education kit, and other tools that community groups, schools, business groups, and others can use to promote road safety awareness and Vision Zero. (Ongoing)	Transportation Planning Unit, Public Information Officer

GOAL 4: DECREASE SPEEDS AND CRASHES

Reduce motor vehicle speeds and decrease collisions between people driving, riding a motorcycle, biking, walking, or wheeling.

KEY PARTNERS

Transportation Planning, Public Works, Police, Public Information Officer, Sustainability and Resilience Manager, Alameda Unified School District, Transportation Commission.

Goal 4		Lead
Short-term Actions		
4.1	Prioritize street safety investments on high injury corridors. Treatment locations should be guided by findings from crash analyses and supplemented by community feedback. (Ongoing)	Public Works, Transportation Planning
4.2	Create traffic engineering project checklists to use during design, review, and/or implementation that include specific safety and equity considerations.	Public Works, Transportation Planning
4.3	Use Federal Highway Administration crash reduction factors to decide on best engineering interventions at locations chosen for improvements. (Ongoing)	Public Works, Transportation Planning
4.4	Focus enforcement on dangerous moving violations, including speeding, reckless driving, failure to yield, and any other moving violations associated with severe crashes as identified through crash analysis. (Ongoing)	Police
4.5	Conduct targeted enforcement actions along high injury corridors and in school zones. (Ongoing)	Police
4.6	Conduct citywide intersection study to determine suitability for roundabouts to increase safety by slowing vehicles, eliminating broadside crashes, and decreasing conflicts.	Transportation Planning

DRAFT ALAMEDA VISION ZERO ACTION PLAN

Goal 4		Lead
4.7	Deploy speed reader trailers and use other messaging devices to discourage speeding and increase traffic law compliance along high injury corridors and other arterials. Use speed reader trailers or other tools to track motor vehicle travel speeds, including along high injury corridors. (Ongoing)	Police
4.8	Aid Alameda Unified School District and other schools in developing and implementing plans to organize and standardize drop-off/pick-up at all public and private schools.	Alameda Unified School District, Transportation Planning, Public Works



DRAFT ALAMEDA VISION ZERO ACTION PLAN

Goal 4		Lead
Medium-term Actions		
4.9	Utilize the high injury corridors analysis in project selection for the City's transportation infrastructure maintenance, project development and implementation.	Public Works, Transportation Planning
4.10	Conduct a best practice scan for guidance on infrastructure rapid response programs that respond to fatal and severe injury crash locations with infrastructure recommendations, and create a program reflecting best practices.	Transportation Planning Unit
4.11	Through the City Council legislative agenda, support state legislation to allow the use of automated enforcement cameras for speed violations.	City Manager's Office, Transportation Planning
4.12	Conduct studies at signalized intersections along high injury corridors to assess whether signalization strategies such as protected phasing and leading pedestrian/bicycle intervals could be accommodated.	Public Works
4.13	Create a program to improve bicycle and pedestrian crossings of arterials and include guidance and thresholds for crossing improvements at unsignalized and signalized crossings.	Public Works, Transportation Planning
4.14	Implement School Zone program with 15 or 20 mph speed limits on as many streets as possible per the provisions of CVC 22358.4.	Public Works, Transportation Planning Unit

Portland's Fixed Speed Safety Camera Evaluation

The City of Portland, Oregon is working to support state legislation to allow for expanded use of fixed speed cameras. In 2016 - 2018, as part of the City's Vision Zero efforts, the City installed speed safety cameras on four high-crash corridors. A recent evaluation study indicates that speed safety cameras have dramatically reduced speeding along all four corridors. Within a few months of installing the cameras, speeding (1-10 mph over the speed limit) decreased by an average of 61% and top-end speeding (11 mph or more over the speed limit) decreased by 87%. Speed studies completed two and four years after the installation of the cameras indicate that overall speeding dropped by an average of 71% and top-end speeding decreased by 94%, compared with the period before the cameras were in place.

Portland has seen strong public support for speed safety cameras as a cost-effective approach to improving traffic safety.

Source: Portland Bureau of Transportation

DRAFT ALAMEDA VISION ZERO ACTION PLAN

Goal 4		Lead
Long-term Actions		
4.15	Conduct school safety assessments at all public and private schools, develop implementation plans for improvements up to one quarter mile from the schools. Implement the plans focusing first on the improvements within 600 feet of the schools. (Ongoing)	Alameda County Safe Routes to School, Transportation Planning, Public Works,
4.16	Prioritize high injury corridors and other arterials for lighting improvements, such as added lighting at signalized and unsignalized crossings, in addition to along roadway corridors. (Ongoing)	Public Works
4.17	Through the City Council legislative agenda, support state legislation to develop a new approach to setting speed limits, including that which would provide more control for local jurisdictions and allow for greater flexibility of speed limit setting in urban areas.	City Manager's Office, Transportation Planning



GOAL 5: IMPROVE DATA

Improve the use, collection, and organization of data to allow for evaluation and reporting that fosters transparency and creates trust with all stakeholders and residents.

KEY PARTNERS

Transportation Planning, Public Works, Police, Alameda County Public Health, local hospitals, trauma centers, and emergency medical services, Transportation Commission.

Goal 5		Lead
Short-term Actions		
5.1	Provide an annual Vision Zero Status Report to the Transportation Commission, City Council, and the public. (Ongoing)	Transportation Planning
5.2	Update Police Department crash data database configuration to allow Public Works and Transportation Planning to run up-to-date crash reports.	Police, Transportation Planning
Medium-term Actions		
5.3	Document the impacts of Vision Zero actions and infrastructure projects on roadway behaviors. Conduct before-and-after studies of Vision Zero actions, including safety projects installed along high injury corridors. (Ongoing)	Public Works, Transportation Planning
5.4	Create staffing roles to ensure ongoing updates, additions, and improvements to the spatial databases of street design features and traffic safety projects. Integrate traffic volume and speed data into the spatial databases as available.	Public Works
5.5	Develop methods to easily and equitably collect data on unreported collisions and near-misses, to the extent feasible.	Transportation Planning
5.6	Encourage Alameda County Public Health to create a crash database that builds upon compiled state data (SWITRS) with data from hospital and emergency medical services. Support this effort by also providing up-to-date police-reported crash data to avoid the SWITRS time lag.	Transportation Planning, Alameda County Public Health